



Role Profile
MARKETING SPECIALIST

COMPANY OVERVIEW

Informa is one of the world's leading knowledge providers. We create and deliver highly specialised information through publishing, events, training, market intelligence and expertise, providing valuable knowledge to individuals, businesses and organisations worldwide.

The **Academic Publishing** Division publishes specialist books and journals. Operating as the Taylor & Francis Group, it is recognised internationally as one of the world's leading education publishers through its five main imprints: Taylor & Francis, Routledge, CRC Press, Garland Science and Cogent OA. It has a portfolio of more than 110,000 book titles and 2,400 journals available in both print and digital formats, across subject areas within Humanities and Social Sciences, and Science, Technology and Medicine.

The **Business Intelligence** Division provides specialist data, intelligence and insight to businesses, helping them make better decisions, gain competitive advantage and enhance return on investment. It has a portfolio of more than 100 digital subscription products, providing critical intelligence to niche communities within five core industry verticals: Pharma & Healthcare, Finance, Maritime & Law, TMT, and Agriculture & Food.

The **Global Exhibitions** Division organises transaction-oriented Exhibitions and trade shows, which provide buyers and sellers across different industries and communities with a powerful platform to meet face to face, build relationships and conduct business. Informa has a portfolio of over 150 Exhibitions, serving a number of core verticals, including Health & Nutrition, Beauty, Property & Construction and Pop Culture.

The **Knowledge & Networking** Division incorporates all of the Group's training, learning, conference, advisory and congress businesses. It organises content-driven events and programmes that provide a platform for communities to meet, network and share knowledge. It runs around 3,000 conferences and training events across the globe each year, covering a range of subject areas, but with a particular focus on Life Sciences, TMT and Finance.

The fifth division is **Global Support**, which is right at the heart of Informa. Global Support ensures the business meets our obligations, protects our assets, collaborates across divisions and ensures all operations consistently run to the highest standards. The Group Finance function along with Strategy and Business Planning, Technology, Corporate Finance, Group Treasury, Group Tax, HR, IPCo, Legal and Shared Services ensure together that all operations run consistently across the business, to the highest standards.

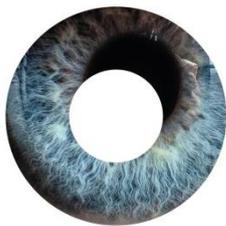
Globally Informa has over 150 offices in more than 43 countries and employs 6,500 staff around the world.

GUIDING PRINCIPLES

Our guiding principles represent a clear statement of what we believe in, they define our goals and provide a focus for all our activities.

These principles individually may not be unique but together help to define us and help make our company easier to understand, which makes us easier to trust and consequently easier to do business with. Companies with a clear view of what they stand for have a powerful sense of purpose that helps them to perform better and last longer. These principles also help define our ethical viewpoint, which is important as a company is influenced by what it believes in. Employees are drawn to companies that share their ethos; customers and partners want to do business with people that work to similar standards and ideals.

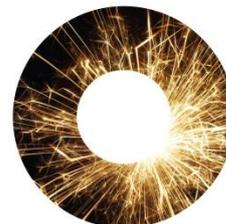
Individual businesses within Informa may have their own values, which focus on particular aspects or traits, but overall they support and contribute to the Informa Guiding Principles. They are the same throughout the world, reflecting the way we operate. They are flexible enough to adapt to different cultures whilst giving us a common, consistent approach.



Commercially focused - Informa is a business and as a business we have an obligation to all our stakeholders to be as profitable as we can. We achieve this by understanding our customer's needs, evaluating our offer and identifying potential new revenue streams. This ensures our products and services deliver real value to individuals and their organisations.



Acting with responsibility - We aim to be honest and fair in all we do. We treat people with respect regardless of their background, lifestyle or position. Our commitment to Corporate Responsibility reflects our recognition that our customers, people, shareholders and communities increasingly favour companies that work in a responsible and sustainable way.



Excellence in all we do - We put quality first, constantly looking for better and more innovative ways to create, produce and deliver our product and services. We keep our customer in mind at all times and always try to meet and exceed their expectations by delivering the best possible results.



Freedom to succeed - We give our people the space and support they need to perform their roles to the best of their ability, we encourage them to make their own decisions and be responsible for the outcomes and not be hampered by bureaucracy or consensus decision making.

ROLE PROFILE - MARKETING SPECIALIST

Location: Phoenix, Arizona

Department: Global Health & Nutrition Network; Marketing

Division: Global Exhibitions

Reports to: Senior Marketing Director

JOB PURPOSE:

- The Marketing Specialist is responsible for running targeted marketing campaigns that engage our audiences across a variety of channels including digital, email, and print. The Marketing Specialist will coordinate and project manage:
 - All marketing material and data requests from the sales team and other teams for sales and client marketing campaigns
 - Fulfilment of barter, sponsorship, and other agreements ○ ~115 lead generation programs annually

JOB ACCOUNTABILITIES:

Main Duties & Responsibilities:

- Project manage and coordinate the creation and development of performance and marketing programs including email/HTML creation for web and print advertisements
- Sources materials and assists in the creation of email lists, infographics, print/web advertisements, brochures, videos, press releases, one sheets, Dreamweaver emails for Account Executives (and other teams), and update sales media kits and collateral with current logos and data
- Fulfil barter and sponsorship agreements including sourcing materials, email creation requests, email send requests, tracking client requirements, managing the creation of artwork/collateral across email campaign, web/print advertisements and other marketing materials with on-time materials delivery
- Provide reports to sales team after completion of marketing programs to show key conversion points & paths in the marketing funnel, including impression numbers, lead totals, etc. using data from Google Analytics, Adobe Analytics, Eloqua, Salesforce.com, Experient/Decision Point, Omeda, and other platforms
- Provide weekly and monthly reports and dashboards to the editorial team capturing data around the optimization of our lead nurturing processes related to digital and print content publications
- Builds and executes various email lists and campaigns, including design templates, calls-to-action, and lead generating forms to drive qualified leads for the sales team
- Liaise with copywriters, Marketing Managers, various internal departments (sales, events, web), and third parties on respective projects on a daily basis
- Develop documentation and written processes for marketing campaigns that succeed through email
- Participate in various aspects of tradeshow attendee marketing programs and collateral, including assistance with macro/micro email campaigns, sourcing materials for attendee guidebooks, and providing expo/show planner distribution list data
- Perform any other duties commensurate with the grade and level of responsibility

PERSON SPECIFICATION

MINIMUM EDUCATION LEVEL:

- Educated to a bachelor's degree level or equivalent experience
 - BBA with emphasis in Marketing a plus
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BACKGROUND KNOWLEDGE, SKILLS & EXPERIENCE:

Essential

- 2-3 years' experience working as a Marketing Specialist or Marketing Coordinator
- Speaks and writes clearly and fluently in English to both individuals and groups
- Computer literate and proficient in the use of Microsoft Office Suite, including Word, PowerPoint, and Excel
- Knowledge of Salesforce or similar CRM
- Past use of marketing automation tools: Eloqua, Marketo, Exact Target, Hub Spot or similar platforms
- Past use or working knowledge of Adobe Omniture and/or other analytic tools: Google Analytics, Facebook, Buffer, Hootsuite, etc
- Strong working knowledge of Social Media Platforms: Google, G+, Facebook, Twitter, LinkedIn
- Past relevant work experience with lead generation and nurturing, email marketing and marketing automation
- Past use or strong working knowledge of Creative Suite including: Dreamweaver, Photoshop, InDesign
- Excellent verbal and written communications skills
- Strong attention to detail and proactive behaviour and attitude
- Outstanding project management skills
- Excellent organization, planning, multi-tasking and time management skills
- Ability to work independently and with a team in a fast-paced work environment; comfortable working on multiple projects with ability to meet short deadlines
- Ability to travel 1-4 times each year to tradeshow and events

Desirable

- Basic/working knowledge of html
- Past tradeshow experience